



TWO DECADES OF GROWTH, INNOVATION  
AND SUCCESS IN INDUSTRIAL AUTOMATION.

# Integrated Electrical Control and Automation Solutions Provider



Investor **Memorandum** - May 2025

[ABCsystems.co.in](http://ABCsystems.co.in)

## ABOUT US

ABC Systems Private Limited, founded in 2005 and based in Coimbatore, Tamil Nadu, is a key player in the industrial automation sector. The company specializes in manufacturing automation control panels and is a channel partner for leading automation brands. Its product range includes thyristors, programmable logic controllers (PLCs), servo systems, AC drives, RTUs, HMIs, DC drives, and recorders.

With a team of over 150 employees, ABC Systems has built a strong foundation in the industry, reinforcing its stability and reliability. The company is committed to delivering innovative automation solutions backed by a quality assurance system, **ISO 9001:2015 certified by Bureau Veritas and UL 508A certified by UL Solutions**, ensuring compliance with international standards.

At ABC Systems, we take a comprehensive approach to hardware and software integration, including requirements analysis, system design, software development, and client training. This enables us to create customized solutions for various industries. Our unwavering commitment to quality and customer satisfaction reassures our clients of our dedication and positions us for continued growth in the industrial automation market.

**20+**

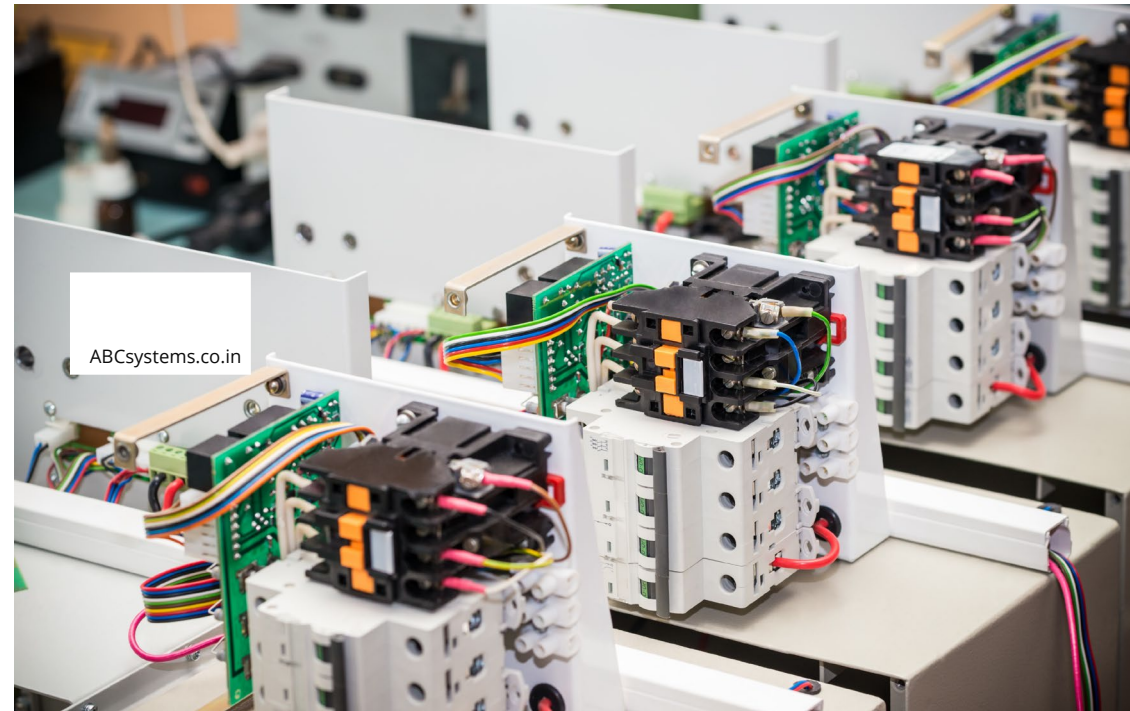
Years of Experience\*

**> 500+**

Happy Clients

**100%**

Satisfaction



## Mission

We aim to offer advanced automation solutions by understanding our clients' needs, integrating cutting-edge technologies, and maintaining a commitment to quality and customer satisfaction. We seek to create value for customers and suppliers, promoting mutual success through operational excellence.

## Vision

To be a global leader in industrial automation, driving innovation and operational excellence while providing sustainable and efficient solutions. We aspire to become a respected organization that fosters long-term partnerships and delivers exceptional value to our clients and stakeholders.

# KEY MANAGEMENT



## Managing Director and CEO



With over 20 years of expertise in automation and business development, Mr D has been instrumental in driving ABC Systems' growth and innovation since its inception in 2005. A Bachelor's degree holder in Electronics from PSG College of Arts & Science, his leadership has transformed ABC into a trusted global automation solutions provider, setting new benchmarks in industrial excellence.

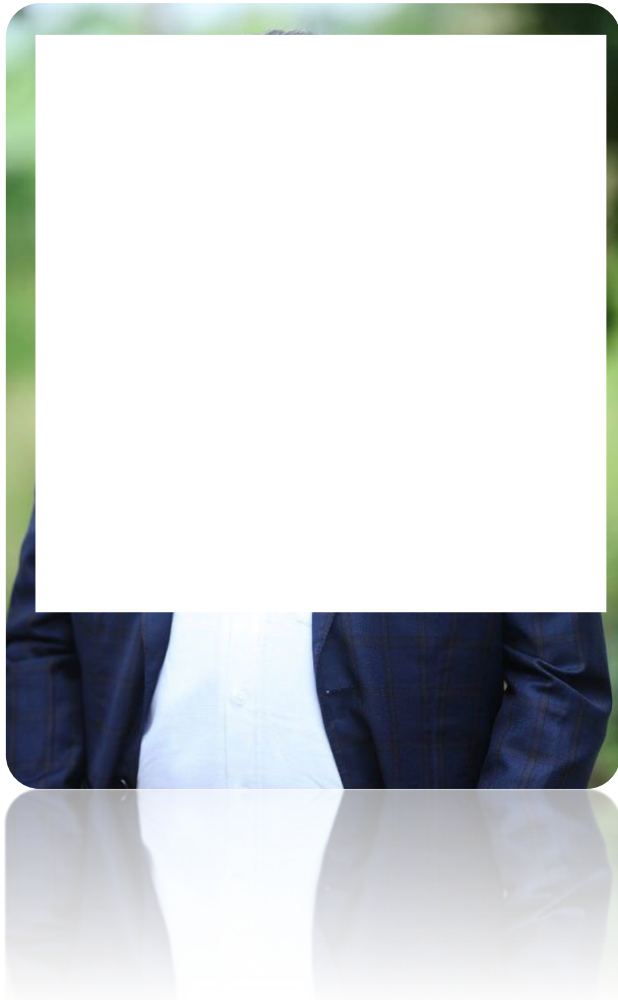


## Whole Time Director



A seasoned leader with 17+ years of experience in business management and process improvement, Ms P has played a pivotal role in streamlining operations and enhancing customer satisfaction at ABC. With prior experience as Managing Director for 7+ years and expertise in analytical thinking and operational excellence, she continues to drive efficiency and customer-centric innovation.

## FOUNDER'S MESSAGE



"When we started ABC Systems in 2005, our goal was simple—to build intelligent automation solutions that empower industries to operate with greater efficiency, precision, and reliability. Today, looking back at our journey, I take immense pride in how far we have come. From a niche automation provider to a trusted partner for leading OEMs like Siemens, Schneider, and ABB, our growth has been driven by a relentless commitment to quality, innovation, and customer-centricity.

Now, as we move into our state-of-the-art 65,000 sq. ft. facility, this expansion is more than just increased capacity—it signifies our readiness to take on bigger challenges, serve larger markets, and push the boundaries of industrial automation.

The world of manufacturing is evolving rapidly, with Industry 4.0, Smart Factories, and IoT-driven automation shaping the future. At ABC, we don't just follow trends—we lead the transformation. Our focus remains on delivering solutions that enhance productivity, reduce operational costs, and drive sustainability for businesses worldwide.

But what truly defines ABC is our people and partnerships. Our highly skilled engineers, our strong alliances with global technology leaders, and our unwavering dedication to our customers form the foundation of our success. As we step into this exciting new phase, I want to express my gratitude to everyone who has been part of our journey—our customers, partners, and employees who have placed their trust in us.

ABC Systems is poised for exponential growth, and we are eager to collaborate with businesses that share our vision of automation excellence and industrial innovation. Let's build the future of automation together."

Managing Director, ABC Systems Private Limited

## OUR TEAM

“With **2** decades of experience, our team continues to drive innovation towards industrial excellence.”



# PRODUCT PORTFOLIO



## Industrial Control & Sensing Devices

- |  |   |
|--|---|
| <b>1</b> Switching Relays                  | <b>2</b> Measuring & Monitoring Relay for 1Ph/3Ph |
| <b>3</b> Timers, Counters & Power Supplies | <b>4</b> Temperature Controllers                  |
| <b>5</b> Level controllers                 | <b>6</b> Photo Electric Sensors                   |
| <b>7</b> Proximity Sensors                 | <b>8</b> Encoders                                 |



## Application Solutions

- |  |                                       |
|--|---------------------------------------|
| <b>1</b> Vision Sensors for Quality Inspection | <b>2</b> Safety Light Curtain         |
| <b>3</b> RFID                                  | <b>4</b> Thyristors Power Controllers |



## Factory Automation Solutions

- |   |   |
|---|---|
| <b>1</b> Programmable Logic Controllers       | <b>2</b> Motion controls, including Servo     |
| <b>3</b> IOT                                  | <b>4</b> Inverter / Variable Frequency drives |
| <b>5</b> HMI / SCADA / Programmable Terminals |   |



## Engineering Solutions

- |                           |                        |
|---------------------------|------------------------|
| <b>1</b> PLC Panels       | <b>2</b> Drive Panels  |
| <b>3</b> PCC & MCC Panels | <b>4</b> Control Desks |
| <b>5</b> Junction Boxes   | <b>6</b> Cable Harness |



## Enclosure Solutions

- |                              |
|------------------------------|
| <b>1</b> Enclosures          |
| <b>2</b> Custom Build Panels |
| <b>3</b> Control Box         |
| <b>4</b> PCC & MCC           |
| <b>5</b> Sub-Assemblies      |
| <b>6</b> Customized Parts    |

# OUR PRODUCTS



# UPCOMING PRODUCTS PIPELINE



## BlokSet LT Switchboard

### Adoption of BlokSet LT Switchboard

We plan to implement the BlokSet LT Switchboard, including Fixed and Withdrawable Type licensing from Schneider Electric. These switchboards offer superior safety, reliability, and high dependability for low-voltage power distribution and motor control applications up to 7000A. The solution is intelligent, highly efficient, and fully compliant with IEC 61439-1&2 and international LV standard, ensuring adherence to global safety and performance benchmarks.



## MODUTEC Modular Enclosure

### MODUTEC Panel Manufacturing Partnership

We will implement MODUTEC Modular Enclosure manufacturing under a licensing arrangement. This strategic initiative will safeguard proprietary hardware and software components, ensuring operational security and efficiency. Additionally, it will streamline production processes and expand our product offerings to effectively meet industry requirements.

# INDUSTRY ANALYSIS



## Automation and Electrical Switchgear Market (2025)

The automation and electrical switchgear industry is poised for substantial growth by 2025, propelled by key global trends such as the expansion of industrial automation, the integration of renewable energy sources, and the rise of smart manufacturing practices. Below is a comprehensive analysis that highlights the current landscape and prospective developments relevant to ABC Systems and its competitors.

## Global Market

The global industrial automation and electrical switchgear market is forecasted to soar to an impressive **\$120 billion by 2025**. This remarkable growth represents a compound annual growth rate (CAGR) of **7.3%** from 2025 through 2034. This trend reflects the increasing demand for streamlined operations and enhanced efficiency across various industries.

## India Market

In India, the electrical switchgear market is poised for vigorous expansion and is projected to grow at a CAGR of **7%**. It is expected to reach a significant **₹25,000 crore (around \$3 billion) by 2025**. This growth will be fueled by various factors, including extensive infrastructure development, innovative urban projects to enhance city living, and an aggressive push toward renewable energy initiative.

These elements will foster a strong environment for growth in the electric switchgear segment, underscoring the country's commitment to modernizing its infrastructure, data centres, and semiconductor manufacturing units, which are adopting sustainable energy solutions.

**\*Source :** Sector reports, Media articles, Industry sources, Company filings, Fund house reports

# GOVERNMENT INITIATIVES

## Semiconductor industry

- **Applied Materials: \$400M** investment in an engineering center.
- **Advanced Micro Devices(AMD): \$400M** investment in India over the next 5 years.
- **Microchip Technology: \$300M** investment in India.

## Electric Vehicle (EV) Ecosystem

The budget allocates **2,671 crores** under the FAME India scheme to enhance EV manufacturing and charging infrastructure. Emphasis is on increasing the adoption of electric buses and promoting sustainable urban mobility. FAME: Faster Adoption and Manufacturing of Electric Vehicles

## Renewable Energy Focus

The Ministry of New and Renewable Energy (MNRE) sees a substantial increase in allocation to **12,850 crore**, reflecting the government's emphasis on renewable energy sources.

## Water Supply and Sanitation

The 2024 Budget allocated a 0.5% increase to the Drinking Water and Sanitation Department. Under the Jal Jeevan Mission, over **73.93%** of rural households now have tap water, up from 17% in 2019. The government is investing \$300 million to reduce floods and conserve water in cities, along with progressing the \$168 billion National River Linking Project to connect rivers across India.

## Steel Industry

The Indian government has allowed 100% FDI in the steel sector under the automatic route, attracting **US\$ 17.51 billion** in FDI between April 2000 and March 2024 (DPIIT). Steel demand in India is expected to grow by 8% this year, reaching **144 million tonnes**. These initiatives aim to boost investment, production, and global competitiveness in the steel industry.

\*Source : Sector reports, Media articles, Industry sources, Company filings, Government Publications

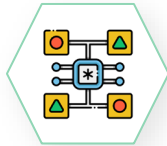
# VALUE PROPOSITION



# VALUE PROPOSITION

## Control Subsystem Integration:

We specialize in integrating control subsystems to create a cohesive real-time process environment for improved efficiency.



**Client Personnel Training:** We offer tailored training programs for client personnel to ensure effective operation and maintenance of systems.



## Site Installation Management:

We manage the entire installation process, ensuring timely setup while adhering to safety regulations.



**Plant Start-Up, Commissioning, and Acceptance:** We provide support during plant start-up and commissioning, ensuring systems operate correctly and meet all operational standards.



## Operations and Maintenance

**Support:** Our ongoing support helps clients optimize performance and minimize downtime through troubleshooting and preventive maintenance.



**Annual Maintenance Contracts and Lifecycle Business:** We offer annual maintenance contracts for reliability and focus on lifecycle management for long-term efficiency and value.



ABCsystems.co.in

# DOMAIN EXPERTISE



Automotive



Steel



Material Handling



Food & Beverage



Cement



Power & Renewable  
Energy



Industrial Furnaces  
and Ovens



Oil & Gas



Earth Moving &  
Mining Equipment



Pulp & Paper



Printing &  
Packaging



Life Science

# INDUSTRY SOLUTIONS

## Innovative Automation Solutions for the Steel Sector

The steel sector is integral to the global economy, requiring high levels of precision, reliability, and efficiency to meet production demands. ABC Systems delivers cutting-edge solutions focused on mill upgrades, automation, and optimizing operational efficiency. By leveraging advanced technologies such as GE Rx3i CPUs, Profinet RIO, and SCADA, ABC enhances control and reliability across production lines. Their expertise spans modernizing mill control systems, operator panels, and drives, ensuring seamless integration and precise performance. ABC's customized engineering also supports the production of specialized steel grades, such as SS301, strengthening overall operational performance and product quality. With these innovations, ABC plays a pivotal role in driving growth and improving efficiency within the steel industry.



## Advanced Automation Solutions for the Water Supply Sector

The water supply sector plays a crucial role in ensuring reliable access to clean water for both cities and villages. ABC Systems enhances water distribution and management by using advanced automation and monitoring technologies. With solutions like GE Rx3i CPUs, Profinet RIO systems, and SCADA, ABC enables real-time monitoring and precise control of flow, pressure, and water levels. This automation improves resource efficiency, reduces downtime, and minimizes errors, making water supply systems more reliable. Their redundant system designs ensure continuous operation even during unexpected issues, allowing water management authorities to make quick, informed decisions. By optimizing operations and enhancing sustainability, ABC's innovative technology helps improve the efficiency and dependability of water management on a large scale.

# KEY FINANCIALS (POST-MONEY)

Rs/- in Crores

Particulars	Audited		Provisional	Projected			
	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29
Total Revenue	40.27	52.02	58.00	80.70	107.80	127.30	148.70
Revenue Growth (%)		29.2%	11.5%	39.1%	33.6%	18.1%	16.8%
EBITDA	3.40	3.79	5.17	10.21	14.53	18.64	22.72
EBITDA Margin (%)	8.4%	7.3%	8.9%	12.6%	13.5%	14.6%	15.3%
EBIT	2.83	3.17	4.34	9.20	13.07	17.18	21.25
EBIT Margin (%)	7.0%	6.1%	7.5%	11.4%	12.1%	13.5%	14.3%
EBT	1.38	1.43	2.69	8.66	12.53	16.64	20.71
EBT Margin (%)	3.4%	2.7%	4.6%	10.7%	11.6%	13.1%	13.9%
EAT	1.02	1.02	2.02	6.49	9.40	12.48	15.53
EAT Margin (%)	2.5%	2.0%	3.5%	8.0%	8.7%	9.8%	10.4%

\*Note: The projections are based on a fund infusion of ₹20 crores following Phase 1 (10 Crores) and Phase 2 (10 Crores).

# COMPARABLE COMPANY ANALYSIS (LISTED PEERS)

Rs/- in Crores

Particulars	Affordable Robotic & Automation Ltd	Marine Electricals	RMC Switchgears Ltd	S & S Power Switchgear Ltd	Schneider Electric Infrastructure Ltd	ABC Systems Private Limited
	TTM Mar 2024	TTM Sep 2024	TTM Sep 2024	TTM Sep 2024	TTM Sep 2024	2025 E
Market Cap (In crores)	480	2,234	592	292	14,466	67
Revenue (In Crores)	164	753	190	173	2,522	58
Revenue Growth %	45%	43%	23%	1%	17.5%	11.5%
EBITDA(In Crores)	16	67	34	6	369	5.17
EBITDA Margin (%)	10%	9%	18%	3%	15%	8.9%
PAT(In Crores)	6	37	17	-3	217	2.02
PAT Margin (%)	3.7%	4.9%	8.9%	-1.7%	8.6%	3.5%
Enterprise Value (in Crores)	491	2,265	635	307	14,840	67
EV/ Sales (X)	3.00 X	3.00 X	3.30 X	1.80 X	5.90 X	1.15 X
EV/ EBITDA (X)	30.69 X	33.81 X	18.68 X	51.17 X	40.22 X	12.95 X
EV / PAT (X)	81.83 X	61.22 X	37.35 X	-102.33 X	68.39 X	33.15 X

\*Note: (Data as on 11 March 2025)

\*Sector : Electrical equipment and engineering companies and Source : Screener.in

## CURRENT ORDER BOOK



**₹100+ Crores** deliverable  
pipeline in the next 12 to 16 months."

ABC Systems, a prominent player in the Automation and Electrical Switchgear Market, currently has a deliverable pipeline of ₹100+ crores over the next 12 to 16 months.

With our strategic growth initiatives, we are on track to achieve **₹100+ crores in sales by 2027**, demonstrating our potential for significant growth.

## SHARE HOLDING PATTERN

Promoters	No.of Shares	Paid Up Capital	% of Holding
Mr. D	60,66,620	6,06,66,200	73.46%
Mrs. P	21,91,980	2,19,19,800	26.54%
Total	82,58,600	8,25,86,000	100.00%

## ASK & UTILIZATION

**Funding Request: 10 Crores**

**Enterprise Value 67 Crores**

**Offer Price ₹81/-**

### Utilization Overview

ABC Systems is seeking a funding of ₹10 crores to support its strategic expansion within the Automation and Electrical Switchgear Market. The allocation of these funds will encompass the following initiatives:

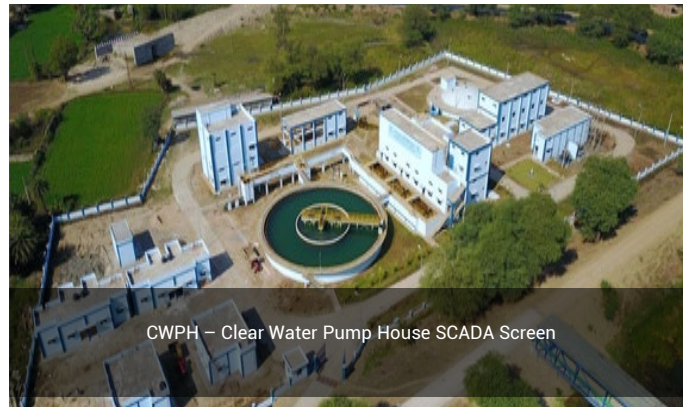
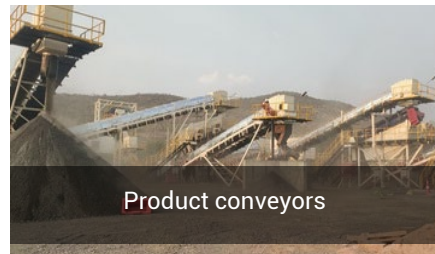
**Capex & Working Capital: 10 Crores**

### PHASE 1



This funding initiative is designed to position ABC Systems to achieve its ambitious Revenue target of ₹100+ crores by the fiscal year 2027, while concurrently sustaining its competitive advantage in the market.

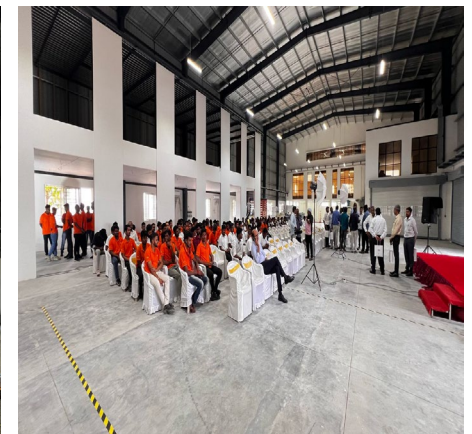
# OUR PROJECTS



## OUR MANUFACTURE UNIT

With a corporate office of **6,000 square feet**, a manufacturing facility spanning **50,000 square feet**, and a dedicated **15,000-square-foot** powder coating unit.

**65,000+**  
Sq. Ft.



# OUR CLIENTELE



# ENGINEERING EXCELLENCE & QUALITY COMMITMENT

**Certified Quality Assurance:** ISO 9001:2015 & IEC 61439 certified by Bureau Veritas, ensuring our solutions meet stringent global standards.

**Lifecycle Quality Management:** We manage every stage from design to production, with continuous process improvements for sustained performance.

**Global Quality Standards:** Employ FMEA, PPAP, and G8D methodologies to proactively address risks and solve complex challenges.

**Innovation & Automation:** Advanced testing, smart manufacturing, and customer-centric approaches guarantee reliable, safe, and efficient solutions.



## EXIT STRATEGY

ABC Systems Private Limited plans to **list on SME exchanges** by **FY 2026-27**, offering investors a seamless exit through public trading and growth-driven value realization.